

Request for Quotations (RFQ) (under \$100,000)

REQUEST FOR QUOTATIONS (THIS IS NOT AN ORDER)		THIS RFQ [] IS [x] IS NOT A SMALL BUSINESS- SMALL PURCHASE SET-ASIDE (52.219-4)			PAGE 1	OF 1	PAGES 12
1. REQUEST NO. S-BG300-08-Q-0020	2. DATE ISSUED 03/24/2008	3. REQUISITION/PURCHASE REQUEST NO. 80841	4. CERT. FOR NAT. DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1	RATING			
5A. ISSUED BY Procurement & Contracting Section, GSO Center, Baridhara, Dhaka,			6. DELIVER BY (Date)				
5B. FOR INFORMATION CALL: (Name and telephone no.) (No collect calls)			7. DELIVERY				
NAME Melinda J. Hennessey – Director Information (DAO TDY-IST) Shahana Begum – Procurement Agent		TELEPHONE NUMBER AREA CODE 8855500		<input type="checkbox"/> FOB DESTINATION <input type="checkbox"/> OTHER (See Schedule)			
8. TO:			9. DESTINATION				
a. NAME		b. COMPANY			a. NAME OF CONSIGNEE		
c. STREET ADDRESS			b. STREET ADDRESS				
d. CITY		e. STATE	f. ZIP CODE	c. CITY			
				d. STATE	e. ZIP CODE		
10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS (Date) 04/10/2008		IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in Block 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter					
11. SCHEDULE (Include applicable Federal, State and local taxes)							
ITEM NO. (a)	SUPPLIES/SERVICES (b)		QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	
X	Media Survey throughout the entire country as per the attached scope of work. The objective of the media survey is to survey a wide range of audiences to obtain current and accurate information of media use. Please submit your price quotation on or before April 10, 2008 to the following office: Procurement and Contracting Unit GSO Center, American Embassy, Baridhara, Dhaka, Bangladesh						
12 DISCOUNT FOR PROMPT PAYMENT		a. 10 CALENDAR DAYS %	b. 20 CALENDAR DAYS %	c. 30 CALENDAR DAYS %		d. CALENDAR DAYS	
						NUMBER	%
NOTE: Additional provisions and representations [] are [] are not attached.							
13 NAME AND ADDRESS OF QUOTER			14 SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION		15 DATE OF QUOTATION		
a. NAME OF QUOTER							
b. STREET ADDRESS			16. SIGNER				
c. COUNTY			a. NAME (Type or print)			b. TELEPHONE	
d. CITY	e. STATE	f. ZIP CODE	c. TITLE (Type or print)			AREA CODE	
						NUMBER	

Scope of Work:

A. Background Information and Objectives

1. The goal of the media survey is to canvas a relatively large Bangladeshi population in both urban and rural areas throughout the country to determine their preferred media use.
2. The objectives of the media survey are as follows:
 - a. Survey a wide range of audiences to obtain current and accurate information of media use.
 - b. Ensure the survey covers both urban and rural populations.
 - c. Ensure the survey is conducted throughout the entire country.
3. The media survey will include the following phases:
 - a. Partnership between IST and the contracted surveyor to ensure development of media survey is fully agreed upon between involved parties.
 - b. Media Survey Initiation
 - c. Interim Media Survey feedback
 - d. Final Media Survey results and publication.
4. The primary objective of the media survey is to gain current information about the general population's use of all available forms of media and to obtain current information on the general population's views of using available forms of media.

B. Scope of Services (SOS)/Scope of Work (SOW)

1. To achieve the overarching goals and objectives of the project, the specific tasks of the surveyor are as follows:
 - a. Develop media survey with the attached media survey questionnaire and coordinate approval from IST.
 - b. Develop demographic questionnaire to accompany media survey to capture which types of audiences are being interviewed.
 - c. Provide the IST the Bangla and English version of the survey questionnaires prior to initiation of media survey.
 - d. Provide financial projection of costs associated with developing, conducting, and producing final media survey publication.
 - e. Provide IST projected timeline from development of media survey to final end product.

f. Conduct media survey in the following Dhaka districts:

1. Savar
2. Old Dhaka, focused on Dhaka University and National Mosque area
3. Mirpur
4. Dhanmondi
5. Gulshan

g. Conduct media survey in the following areas outside of Dhaka division:

1. Rangpur
2. Mymensingh
3. Sylhet
4. Rajshahi
5. Bogra
6. Comilla
7. Jhenadiah
8. Khulna
9. Barisal
10. Patuakhali
11. Barguna
12. Chittagong
13. Cox's Bazaar

h. The following audiences should be considered for the urban areas:

1. Religious leaders
2. Madrasha students
3. University teachers and students
4. Rickshaw drivers
5. Employed female workers
6. Street vendors
7. Shop owners

i. The following audiences should be considered for rural areas:

1. Farmers and farm workers
2. Religious leaders
3. Madrasha students
4. Female homemakers
5. Rickshaw Drivers
6. Street Vendors
7. Shop Owners

2. Special instructions for the survey scope:

a. The number of personnel surveyed in the Dhaka urban areas should be 100 persons per audience per district, and limited to the urban area audience list.

b. The number of personnel surveyed in the areas outside of Dhaka in both urban and rural areas should be 50 persons per audience per district.

3. Specific activities for the surveyor:

- a. Provide IST with interim results and feedback.
- b. The surveyor will inform IST of any issues or concerns that may arise during the period of the contract.
- c. Coordinate with IST after compiling media survey results in order to determine final end product.
- d. Provide electronic and hard-copy of final media survey.
- e. The surveyor will ensure that bi-weekly financial reporting requirements are met.
- f. The surveyor will ensure that regular updates are communicated to the IST.

Media Survey Questions

The information you provide is purely for survey purposes only. Your identity will remain anonymous.

1) What is the main way you receive your news and information?

- a. Television
- b. Radio
- c. Magazines
- d. Newspapers
- e. Internet
- f. Other _____

2) Why do you use this source of media?

3) Do you read any newspapers? (If no then skip to question number 8)

- a) Yes
- b) No

4) What is your favorite newspaper?

Why?

5) How often do you read this newspaper?

- a) Daily
- b) Bi-weekly
- c) Weekly
- d) Monthly
- e) Not at all

6) Which content are you most interested in?

- a) News
- b) Business

c) Entertainment

d) Sports

e) Classifieds

e) Other _____

7) Is there a particular newspaper you would NOT read? Yes / No

If Yes, why?

8) Do you read any magazines? (If No then skip to question number 12)

9) What is your favorite magazine?

Why?

10) How often do you read this magazine?

a) Daily

b) Bi-weekly

c) Weekly

d) Monthly

e) Not at all

11) Which content are you most interested in?

a) News

b) Entertainment

c) Sports

d) Fashion

e) Other _____

12) Do you watch local television? (If No then skip to question number 18)

13) What is you favorite local television station?

Why?

14) How often do you watch local television?

- a) Daily
- b) Bi-weekly
- c) Weekly
- d) Monthly
- e) Not at all

15) What time of day do you most often watch local television?

- a) Morning (0600-1000)
- b) Mid-day (1000-1400)
- c) Afternoon (1400-1800)
- d) Evening (1800-2200)
- e) Night (2200-0200)
- f) Late night/Early morning (0200-0600)

16) What is your favorite local television program?

When is it on?

17) Do you commonly watch local television with other people?

Who?

18) Do you watch cable television? (If No then skip to question number 25)

19) What is your favorite cable television station?

Why?

20) How often do you watch cable television?

- a) Daily
- b) Bi-weekly

- c) Weekly
- d) Monthly
- e) Not at all

21) What time of day do you most often watch cable television?

- a) Morning (0600-1000)
- b) Mid-day (1000-1400)
- c) Afternoon (1400-1800)
- d) Evening (1800-2200)
- e) Night (2200-0200)
- f) Late night/Early morning (0200-0600)

22) What is your favorite cable television program?

When is it on?

23) Do you commonly watch cable television with other people?

Who?

24) Do you prefer to watch local or cable television?

- a) Local television
- b) Cable television

Why?

25) Is there any television station or program you refuse to watch?

- a) Yes
- b) No

If Yes, Why?

26.) Do you listen to the radio? (If No then skip to question number 33)

27) What is your favorite radio station?

Why?

28) How often do you listen to the radio?

- a) Daily
- b) Bi-weekly
- c) Weekly
- d) Monthly
- e) Not at all

29) What time of day do you most often listen to the radio?

- a) Morning (0600-1000)
- b) Mid-day (1000-1400)
- c) Afternoon (1400-1800)
- d) Evening (1800-2200)
- e) Night (2200-0200)
- f) Late night/Early morning (0200-0600)

30) Which content are you most interested in?

- a) News
- b) Entertainment
- c) Sports
- d) Fashion
- e) Other _____

31) What is your favorite radio station?

32) Do you commonly listen to the radio with other people?

Who?

33) Do you own a cell phone? (If no, then skip to question number 40)

a) Yes

b) No

34) Who is your cell phone provider?

35) How much does a cell phone cost?

36) Are you able to send and receive SMS messages?

a) Yes

b) No

37) Are you able to take photographs with your cell phone?

a) Yes

b) No

38) Do you consider the cell phone provider to be reliable as far as coverage throughout the country?

a) Yes

b) No

39) Are there areas where you can not use your cell phone?

a) Yes

b) No

If Yes, Where?

40) Do you receive news and information through any of these other sources?

- a) Town meetings
- b) Religious meetings/sermons?
- c) Pamphlets/ Handbills?
- d) Other?

41) Do you have access to the internet? (If No then skip to question number 47)

- a) Yes
- b) No

42) Which content are you most interested in?

- a) News
- b) Entertainment
- c) Sports
- d) Fashion
- e) Work
- f) Shopping
- e) Other

43) How often do you use the internet?

- a) Daily
- b) Bi-weekly
- c) Weekly
- d) Monthly
- e) Not at all

44) What time of day do you most often use the internet?

- a) Morning (0600-1000)

- b) Mid-day (1000-1400)
- c) Afternoon (1400-1800)
- d) Evening (1800-2200)
- e) Night (2200-0200)
- f) Late night/Early morning (0200-0600)

45) Where do you normally access the internet?

- a) Work
- b) Home
- c) Internet Café
- d) Other

46) What is your favorite internet site?

Why?

47) Is your overall trust of local news positive?

- a) Yes
- b) No

Why?

48) Is your overall perception of international news positive?

- a) Yes
- b) No

Why?